

Under the influence: completing the customer journey with hospitality Wi-Fi



The rise of digital assistance

Tools have the power to help progress their purchase decisions. How do you measure this 'digital assistance' today?

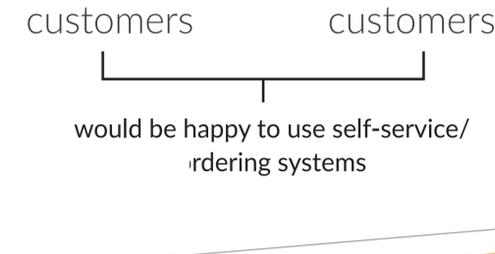
Free Wi-Fi



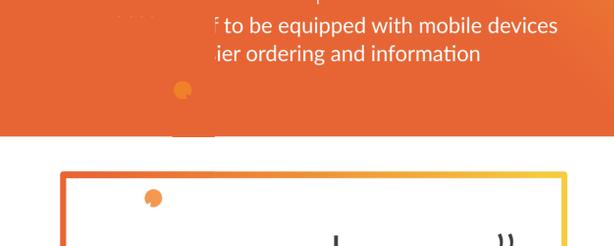
Touchscreen displays



Self-service points



Mobile devices

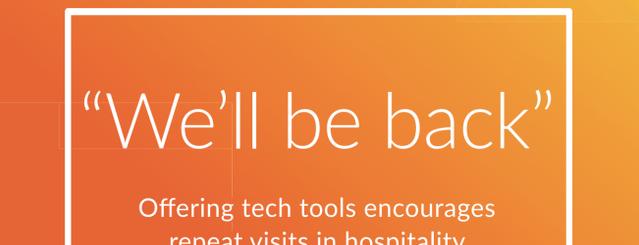


"Yes please"

Hospitality customers love the idea of tailored deals delivered to their smartphones



I'd like personalised vouchers/deals sent directly to my smartphone while on site:

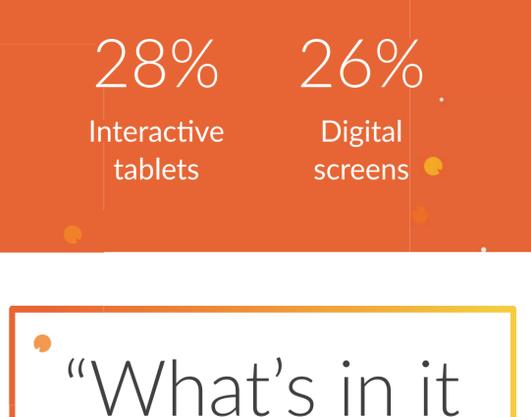


"We'll be back"

Offering tech tools encourages repeat visits in hospitality

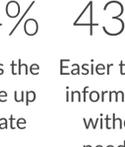


I'd be more likely to make a return visit if there is:



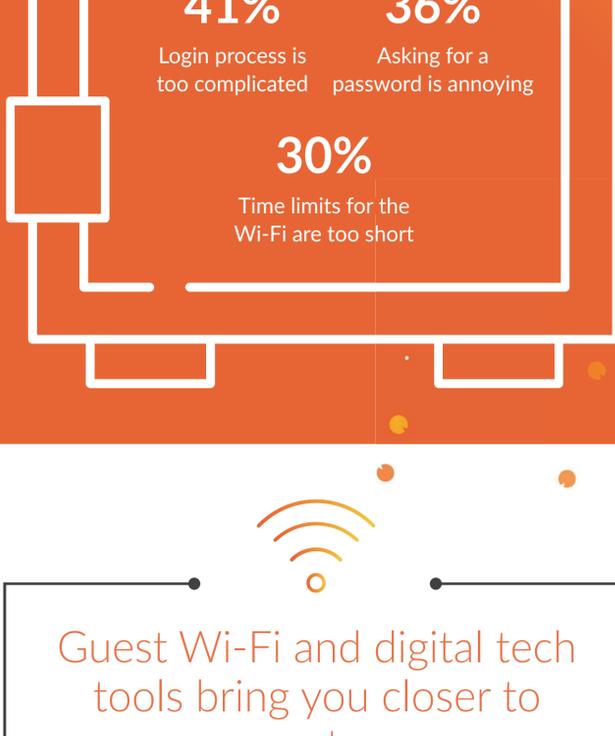
"What's in it for me?"

Why do customers want these digital elements in hospitality?



But trust and security are still issues for some...

What puts people off free Wi-Fi in a hospitality venue?



Guest Wi-Fi and digital tech tools bring you closer to your customers.

Wi-Fi connectivity in venues makes it easy for customers to progress their purchasing journey. Tech tools supported by Wi-Fi can help employees deliver great service too. The benefits of offering interactive devices and tailored communication through guest smartphones include offering a more streamlined and engaging customer journey; the chance to build long-term loyalty; and the prospect of repeat visits.

